

1 1. A system for inputting, processing and collecting
2 response information from members of an audience
3 consisting of
4 a plurality of audience stations, each station
5 accommodating a specific audience member and each
6 station having input means for inputting
7 information of its audience member, first storage
8 means for holding its audience member's input,
9 processor means for processing its audience
10 member's input and assembling output records that
11 hold additional information besides said input,
12 second storage means for holding said output
13 records, and transmission means for transferring
14 the output of said second storage means, with at
15 least some of said stations programmed to process
16 input information in a predetermined fashion,
17 a transmission medium for conveying the output of
18 the transmission means of at least some of said
19 audience stations, and
20 at least one data collection station for receiving
21 the output records of said audience stations,
22 processing said records, and collecting the
23 information of said records.

1 2. The system of claim 1 wherein said transmission
2 medium is a telephone network and each of said audience
3 stations has connection means for connecting its
4 transmission means to said transmission medium.

1 3. The system of claim 2 wherein each audience station
2 includes telephone dialing means and initiates telephone

1 communications with a data collection station by dialing
2 a telephone number.

1 4. The system of claim 3 wherein at least one audience
2 station is preprogrammed with a plurality of telephone
3 numbers, each corresponding to a data collection
4 station, and said audience station initiates telephone
5 communications with a selected data collection station
6 by dialing a select one of said telephone numbers.

1 5. The system of claim 1 wherein the input means of at
2 least one audience station is a microcomputer that is
3 programmed to process in a predetermined fashion.

1 6. A method for collecting audience information in a
2 system that consists of a plurality of audience member
3 stations and at least one data collection station, each
4 audience member station accommodating a specific
5 audience member and having input means for inputting
6 information of its audience member, first storage means
7 for holding its audience member's input, processor means
8 for processing its audience member's input and
9 assembling output records that hold additional
10 information besides said input, second storage means for
11 holding said output records, and transmission means for
12 transferring the output of said second storage means,
13 with at least some of said stations programmed to
14 process input information in a predetermined fashion and
15 to transfer associated record information to a data
16 collection station, consisting of the steps of:
17 programming each audience member's station with
18 specific data of its audience member,

1 programming each audience member station to process
2 audience member input information and assemble in a
3 predetermined fashion or fashions record
4 information that includes additional information
5 besides said input information,
6 expressing a statement that prompts audience
7 members to input information, and
8 inputting input information of at least one
9 audience member

10 thereby to cause said audience member's station to
11 process said member's response information, assemble
12 record information that includes additional data besides
13 said response information, and transmit said additional
14 data to said data collection station.

1 7. A receiver station system for processing
2 information of a member of a broadcast program audience
3 and transferring output to a data collection station at
4 a remote location comprising

5 input means for inputting member information,
6 first memory means for storing said input
7 information,
8 detector means for detecting in a broadcast
9 transmission at least one instruction,
10 processor means operatively connected to said first
11 memory means and said detector means for processing
12 said input information in accordance with said
13 instruction and assembling output records that
14 include additional information besides said input
15 information,

1 second memory means for storing said output
2 records, and
3 transmission means for transmitting said output
4 records to said data collection station.

1 8. The system of claim 7 wherein the transmission
2 medium is a telephone network and each of said system
3 has connection means for connecting its transmission
4 means to said network.

1 9. The system of claim 8 wherein said system includes
2 telephone dialing means and initiates telephone
3 communications with a data collection station by dialing
4 the telephone number of said collection station.

1 10. A receiver station system for processing
2 information of a member of a broadcast program audience
3 and transferring output to a data collection station at
4 a remote location comprising

5 input means for inputting member information,
6 first memory means for storing said input
7 information,
8 detector means for detecting in a broadcast
9 transmission at least one datum,
10 processor means operatively connected to said first
11 memory means and said detector means for processing
12 said input information and said datum and
13 assembling output records that include additional
14 information besides said input information,
15 second memory means for storing said output
16 records, and

1 transmission means for transmitting said output
2 records to said data collection station.

1 11. The system of claim 10 wherein the transmission
2 medium is a telephone network and each of said system
3 has connection means for connecting its transmission
4 means to said network.

1 12. The system of claim 11 wherein said system includes
2 telephone dialing means and initiates telephone
3 communications with a data collection station by dialing
4 a specific telephone number.

1 13. A receiver station system for processing
2 information of a member of a broadcast program audience
3 and transferring output to a data collection station at
4 a remote location comprising

5 first memory means for storing first information of
6 said member,

7 first processor means for processing said first
8 information and assembling output records that
9 include additional information besides said first
10 information,

11 second memory means for storing said output
12 records,

13 transmission means for transmitting said output
14 records to said data collection station,

15 detector means for detecting in a broadcast
16 transmission at least one instruction, and

17 second processor means operatively connected to
18 said transmission means and said detector means for
19 causing said transmission means to transmit said

1 additional information in response to said
2 instruction.

1 14. The system of claim 13 wherein the transmission
2 medium is a telephone network and said system has
3 connection means for connecting its transmission means
4 to said network.

1 15. The system of claim 14 wherein said system includes
2 telephone dialing means and initiates telephone
3 communications with a data collection station by dialing
4 a specific telephone number.

1 16. A receiver station system for processing
2 information of a member of a broadcast program audience
3 and transferring output to a data collection station at
4 a remote location comprising
5 input means for inputting member information,
6 first memory means for storing said input
7 information,
8 detector means for detecting in a broadcast
9 transmission at least one datum,
10 processor means operatively connected to said first
11 memory means and said detector means for processing
12 said input information and said datum and
13 assembling output records that include additional
14 information besides said input information,
15 second memory means for storing said output
16 records,
17 transmission means for transmitting said output
18 records to said data collection station,

1 detector means for detecting in a broadcast
2 transmission at least one instruction, and
3 second processor means operatively connected to
4 said transmission means and said detector means for
5 causing said transmission means to transmit said
6 additional information in response to said
7 instruction.

1 17. The system of claim 16 wherein the transmission
2 medium is a telephone network and said system has
3 connection means for connecting its transmission means
4 to said network.

1 18. The system of claim 17 wherein said system includes
2 telephone dialing means and initiates telephone
3 communications with a data collection station by dialing
4 a specific telephone number.

1 19. The system of claim 9 or claim 12 or claim 15 or
2 claim 18 wherein said system is preprogrammed with a
3 plurality of telephone numbers, each corresponding to a
4 data collection station, and said audience station
5 initiates telephone communications with a selected data
6 collection station by dialing a selected telephone
7 number.

1 20. The system of claim 9 or claim 15 or claim 18
2 wherein said system is preprogrammed with a plurality of
3 telephone numbers, each corresponding to a data
4 collection station, and said last named instruction
5 causes said audience station to initiate telephone
6 communications with a selected data collection station
7 by dialing a selected telephone number.

1 21. A method for collecting information about
2 programming use and usage at the station of a potential
3 broadcast programming audience member, said member
4 station including at least one input means for inputting
5 information of an audience member, one detector means
6 for detecting information of programming, one processor
7 for processing information and controlling apparatus of
8 said station, one output means for outputting
9 programming to a member, and one transmission means for
10 transmitting output to a remote station, said member
11 station being programmed to transfer information about
12 programming use and usage to a remote station that
13 collects data for use in statistics, consisting of the
14 steps of:

15 programming said member station to hold
16 information of an audience member,
17 programming said station to search for
18 information that identifies programming,
19 inputting information of the presence of an
20 audience member,
21 detecting information of the identity of
22 specific programming outputted at said output
23 means, and
24 transmitting said information of member
25 presence and programming identity to said
26 remote station

27 thereby to cause said remote station to collect
28 information of the presence of an audience member and of
29 the identity of programming outputted to said member.

1 22. The method of claim 21 including the additional
2 steps of:

3 *p1* inputting information of the attentiveness or
4 degree of information interest of said
5 audience member and

6 *p1* transmitting said information to said remote
7 station

8 *p3* thereby to cause said remote station to collect
9 information of attentiveness or degree of interest of
10 said audience member in said programming.

1 23. The method of claims 21 or 22 wherein any portion
2 of said information of presence, attentiveness, or
3 degree of interest is inputted by a physical motion of
4 said member.

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1 24. The method of claim 21 wherein said member station
2 transmits information to said remote station only
3 periodically and includes memory means to hold record
4 information during times when said member station is not
5 transmitting information to said remote station,
6 including the additional step of causing said memory
7 means to transmit its record information to said remote
8 station.

1 25. The method of claim 24 wherein said member station
2 has capacity to initiate transmission of information to
3 said remote station, including the additional step of
4 causing said member station to initiate transmission to
5 said remote station.

1 26. The method of claim 25 wherein said member station
2 has capacity to determine the degree of fullness of said

1 memory means, including the additional step of causing
2 said station to initiate transmission of information to
3 said remote station after said means reaches a specific
4 degree of fullness.

1 27. The method of claim 24 wherein said member station
2 has capacity for selectively transmitting information to
3 said remote station, including the additional step of
4 discarding duplicate information.

1 28. The method of claim 27 including the additional
2 step of counting duplicate information.

1 29. The method of claim 24 wherein said member station
2 has clock means, including the additional step of
3 inputting time information to said memory means.

1 30. The method of claim 21 wherein said station has a
2 plurality of output means for outputting programming to
3 a member and capacity for outputting programming
4 selectively, including the additional steps of
5 identifying which output means outputs identified
6 programming and transmitting information that identifies
7 said output means.

1 31. The method of claim 24 wherein said station has
2 capacity for evaluating how equipment operates in
3 conjunction with an input of information of presence,
4 attentiveness, or degree of interest or a detection of
5 the identity of output programming, including the
6 additional step of inputting to said memory means
7 information that indicates specific equipment actuated
8 and/or what affect actuation has.

1 32. A method for collecting response information in a
2 system that consists of at least one mass medium
3 programming transmission station, a plurality of
4 audience stations, and at least one data collection
5 station, with each audience station serving at least one
6 audience member and including at least one mass medium
7 programming receiver, one output means for outputting
8 mass medium programming to its audience member, one
9 input means for inputting information of said member,
10 one detector means for detecting instructions associated
11 with mass medium programming transmission, one processor
12 for processing information and controlling apparatus of
13 said station, and one transmission means for
14 transmitting data to said data collection station, and
15 with at least some of said audience stations having
16 capacity to respond selectively to detected instruct-to-
17 respond signals, consisting of the steps of:
18 programming at least some of said audience
19 stations to hold information of an audience
20 member and to respond to instructions signals
21 associated with a mass medium programming
22 transmission,
23 programming at least one of said last named
24 stations to process information it holds in
25 response to an instruct-to-respond signal,
26 transmitting mass medium programming that
27 elicits audience interest or information
28 preference reactions,

1 receiving said transmission at a plurality of
2 said audience stations and outputting the
3 corresponding mass medium programming,
4 transmitting to said plurality of audience
5 stations an instruct-to-respond signal,
6 inputting information of the interest or
7 preference of an audience member at a selected
8 audience station that is programmed to hold
9 information of an audience member and to
10 respond to instruction signals associated with
11 a mass medium programming transmission,
12 detecting the presence of said instruct-to-
13 respond signal at said selected audience
14 station and combining information of said
15 signal to at least one processor of said
16 station,
17 causing said station to process its
18 information of the interest or preference of
19 said audience member and assemble record
20 information that includes response information
21 other than said information of interest or
22 preference,
23 transmitting at least a portion of said record
24 information to said data collection station,
25 and
26 collecting information of said last named
27 transmission at said data collection station,
28 thereby to cause said data collection station to collect
29 at least a portion of said response information.

1 33. In a method for collecting response information in
2 a system that consists of at least one mass medium
3 programming transmission station, a plurality of
4 audience stations, and at least one data collection
5 station; with each audience station serving at least one
6 audience member and including at least one mass medium
7 programming receiver, one output means for outputting
8 mass medium programming to its audience member, one
9 input means for inputting information of said member,
10 one detector means for detecting instructions associated
11 with mass medium programming transmission, one processor
12 for processing information and controlling apparatus of
13 said station, and one transmission means for
14 transmitting data to said data collection station, and
15 with at least some of said audience stations having
16 capacity to respond selectively to detected instruct-to-
17 respond signals; and wherein at least some of said last
18 named audience stations are programmed to hold
19 information of an audience member and to respond to
20 instructions signals associated with a mass medium
21 programming transmission, at least one of said some is
22 programmed to process information it holds in response
23 to an instruct-to-respond signal, a transmission station
24 transmits mass medium programming that elicits audience
25 interest or information preference reactions, a
26 plurality of said audience stations receive said
27 transmission and output the corresponding mass medium
28 programming, and information of the interest or
29 preference of an audience member is inputted at a

1 selected audience station that is programmed to hold
2 information of an audience member and to respond to
3 instruction signals associated with a mass medium
4 programming transmission, the steps of:

5 transmitting to said plurality of audience
6 stations an instruct-to-respond signal, and
7 causing said selected audience station to
8 detect the presence of said instruct-to-
9 respond signal, combine information of said
10 signal to at least one processor of said
11 station, process its information of the
12 interest or preference of said audience member
13 and assemble record information that includes
14 response information other than said
15 information of interest or preference, and
16 transmit at least a portion of said record
17 information to said data collection station,
18 and causing said data collection station to
19 collect information of said last named
20 transmission, thereby to cause said data
21 collection station to collect at least a
22 portion said response information.

1 34. A method of processing control signals and
2 controlling equipment at a remote site based on
3 broadcast transmissions including:

4 (a) the step of receiving at said remote site a
5 broadcast carrier transmission;

1 (b) the step of demodulating said broadcast
2 carrier transmission to detect an information
3 transmission therein;
4 (c) the step of detecting and identifying at said
5 remote site control signals associated with said
6 information transmission;
7 (d) the step of passing at least a portion of said
8 control signals to a computer control means at said
9 remote site;
10 (e) the step of said computer control means
11 determining based on instructions included in said
12 control signals whether receiver means at said remote
13 site is operating; and
14 (f) the step of directing, based on the result of
15 said determination step, said information transmission
16 and a selected portion of said control signals to (1)
17 said receiver means and associated computer equipment or
18 (2) a recorder means activated by said computer control
19 means.

1 35. A method of processing control signals and
2 controlling equipment at a remote site based on a
3 broadcast transmission, including:

4 (a) the step of receiving at a remote site a
5 broadcast carrier transmission;

6 (b) the step of demodulating said broadcast
7 carrier transmission to detect an information
8 transmission therein;

1 (c) the step of detecting and identifying at said
2 remote site control signals associated with said
3 information transmission;

4 (d) the step of passing at least a portion of
5 control signals to a computer control means at said
6 remote site;

7 (e) the step of comparing a selected position of
8 said control signals with a code inputed into said
9 computer control means on the basis of information
10 contained in said information transmission; and

11 (f) the step of activating a printing means when
12 the comparison step provides a match between the
13 inputted code and the selected portion of the control
14 signals.

1 36. A method of processing control signals and
2 controlling equipment at a remote site based on a
3 broadcast transmission, including:

4 (a) a step of receiving at said remote site a
5 broadcast carrier transmission;

6 (b) the step of demodulating said broadcast
7 carrier transmission to detect an encrypted information
8 transmission therein;

9 (c) the step of detecting and identifying at said
10 remote site control signals associated with said
11 encrypted information transmission;

12 (d) the step of passing at least a portion of said
13 control signals to a computer control means at said
14 remote site

1 (e) the step of said computer means identifying
2 the remote site receiver, determining an identification
3 code for said remote site receiver and comparing said
4 identification code for said remote site receiver to a
5 list of authorized information recipients;
6 (f) the step of said computer means directing a
7 selected portion of said control signals to a decryptor
8 means based on a favorable result of said identification
9 step; and
10 (g) the step of decrypting said information
11 transmission.

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